

1st Quarter 2008

QUARTERLY ISSUES/PROGRAMS REPORT

KYW-TV, PHILADELPHIA, PENNSYLVANIA

CBS BROADCASTING, INC.

CERTIFICATION

On behalf of KYW-TV, I certify that a copy of the quarterly issues/programs report for KYW-TV, licensed to CBS Broadcasting, Inc. was placed in the station public inspection file on April 10, 2008.



Michael Colleran
President/General Manager
KYW-TV
April 10, 2008

**KYW-TV 3 – PHILADELPHIA, PA
QUARTERLY ISSUES PROGRAMS LIST
CBS BROADCASTING, INC.**

January 1, 2008 – March 31, 2008

Attached are listings of broadcast segments, which in the station's judgment reflect KYW-TV3's most significant programming treatment of ascertained community issues.

PROGRAM INDEX

KYW-TV Eyewitness News – weekdays, 5:00am – 7:00am; 12noon – 12:30pm; 4:00pm – 5:00pm; 6:00 - 6:30pm; 11:00pm – 11:30pm; weekends, Saturday, 6:00am – 7:00am; 6:30pm – 7:00pm; 11:00pm – 11:30pm; and Sundays, 6:00am – 8:30am; 6:00pm – 6:30pm and 11:00pm – 11:30pm, regularly scheduled news broadcasts focusing on the latest current issues.

Eyewitness Newsmakers – A rotation of KYW-TV News Anchors provide one five-minute segment, which airs during each Sunday morning newscast. Segments address current events on local and national fronts. The segments air in the 8:30am broadcast.

Philadelphia Magazine – A partnership between CBS-3 and "Philadelphia Magazine" inspires special features that focus on issues of concern and interest in the Delaware Valley communities and are also included in the magazine. The segments typically air in the Sunday morning newscast.

BUSINESS/ECONOMY/CONSUMER – Topics in this category include reports on the switch to digital television in February 2009 and a detailed look at the real estate market in our area.

Eyewitness News: 1/10 – (1:30), Story telling viewers how they can receive coupons to help defray the cost of converter boxes for digital television. An expert from Best Buy explained who would need the converter boxes. The piece also gave viewers the 1-888-DTV2009 toll free number and www.dtv2009.gov website so they could obtain more information. The story closed by telling viewers which retailers were accepting the DTV coupons; 1/11 – (2:00), Story focusing on the switch to digital television. The package told viewers who still use over-the-air antennas that they may need to get a converter box. It also told them that the government would help pay for the necessary box; 1/13 – (1:30), This story told viewers who would most likely need a digital converter box. The package also discussed the government program of coupons to help people defer the the expense of converting their old televisions. The 1-888-DTV-2009 phone number was given out, as well as the www.dtv2009.gov website address; 2/17 – (2:00), Another story telling viewers about the digital conversion, converter boxes and who might need them. People were told if they have an older set and use rabbit ears, they would probably need a converter to watch TV in February 2009. This report also mentioned that the government had begun mailing out coupons for the converter boxes some viewers may need; 2/18 – (:30), This story reinforced the message about the DTV hotline (1-888-DTV-2009) and the www.dtv2009.gov website; 2/29 – (1:30), Package told viewers that this time next year all television would be digital and that they may need to make some changes to receive over-the-air television in February 2009. Once again the coverter box was explained, and viewers were told about the government coupon program to help them cover the expense of buying these converters. This story also demonstrated how the coverter box should be hooked up to an antenna and then to the analog television set. Viewers were also told about the 90 day expiration date for the coupon program; 3/26 – (2:00), Coverage on this day started with our news team telling viewers about our DTV conversion phone bank. Our reporter talked with one local resident who already received her digital converter box. The reporter followed her through the hook up of the box to her set. The woman told how simple the installation was, and how much better her new digital signal was over the old fuzzy, snowy analog picture; 3/26 – (4 & 6 pm newscasts), KYW-TV sponsored a DTV transition phone bank. Viewers were encouraged through crawls over programing and reminders throughout our 4 and 6 pm newscasts to call the phone bank with questions. Our engineers and other digital television experts (including representatives from the Mayor's Commission on Technology) took calls and told viewers how the new system would work. Our consumer reporter did several live hits from the phone bank during the course of the newscasts; 3/28 – (1:00), We checked stores and found several different prices for the DTV converter boxes. Was the one that cost more better? Our 3 On Your Side team tested them to find out. The results showed how easy all of them were to set up, and how much better the picture was over analog in a side-by-side test. Some of the boxes had a few different features, but they all essentially performed the same.

Philadelphia Magazine: 3/18 – (3:39), Liz Keptner covers the state of real estate in our area as recently reported in Philadelphia Magazine. Liz addresses the most common perceptions out there about the region's housing market – including the inside scoop on best-bet neighborhoods, a detailed look at local home prices, and real estate advice from the pros.

CULTURE – Topics in this category include reports on some of the best restaurants in our region and a popular new fitness trend taking the area by storm.

Philadelphia Magazine: 2/8 – (2:22), Anne-Marie Green has details on how everyday women are flocking to learn exotic exercise – pole dancing. This new fitness trend is growing in main-stream popularity in our area as reported by Philadelphia Magazine; 2/23 – (2:03), Philadelphia Magazine conducted their first ever ranking of the 50 Best Restaurants in the region. Pat Ciarrocchi interviews April White, food editor of Philadelphia Magazine, to ascertain the formula to research all of the findings and discusses some of the top picks.

GOVERNMENT – Topics in this category include reports on the presidential campaign trail and new legislation allowing workers in New Jersey to take six weeks paid family leave.

Eyewitness News: 1/3 – (2:00), Philadelphia's Fraternal Order of Police is upset over Mayor-Elect Michael Nutter's cabinet choice for the new Deputy Mayor of Public Safety; 1/8 – (:25), It's been a busy day for newly sworn-in Mayor Michael Nutter, as he hosted an open house at City Hall to meet the residents of Philadelphia on his first full day in office; 1/15 – (:15), Delaware County Republicans nominated Wendell Craig Williams from Glen Mills to challenge Democratic Congressman Joe Sestak this fall in Pennsylvania's 7th Congressional District; (:20), Delaware Senator Joe Biden's wife was treated for minor injuries after an accident on I-95; (:15), The New Jersey Primary election is three weeks from today, and this is your last day to register to vote; 1/19 – (:40), Governor Jon Corzine has proposed to boost tolls on the New Jersey Turnpike, Garden State Parkway and other highways to pay state debt and fund transportation work; 1/31 – (:20), Governor Ed Rendell is backing a new state funding package to help bring a major league soccer franchise to our area; 2/3 – (:15), Pennsylvania Governor Ed Rendell is expected to make a significant announcement tomorrow regarding a public safety initiative; 2/5 – (:15), In Hoboken, New Jersey, problems with two voting machines at a polling place caused a dozen voters to be turned away or asked to wait, while officials tried to get the machines working; 2/25 – (:20), If you're using a cell phone or text messaging while driving in New Jersey, the law is about to get tougher; 3/3 – (:20), Legislation allowing workers to take six weeks paid family leave is approved by the New Jersey Senate; (:20), New Jersey lawmakers are working to toughen up the state's teen smoking laws; (:15), Pennsylvania State Senator Vince Fumo remains hospitalized in critical but stable condition tonight recovering from a heart attack; (:20), A group fighting for airline passengers is putting pressure on the Pennsylvania legislature to pass a proposed bill of rights.

GOVERNMENT (cont.)

3/6 – (:45), New Jersey's top lawmaker wants to make massive budget cuts and local leaders worry they will face the brunt of the impact; (:20), Former President Bill Clinton is scheduled to campaign here Friday for his wife addressing Philadelphia's Democratic Ward leaders; 3/11 – (:25), The Philadelphia Daily News is reporting that State Senator Vince Fumo is expected to resign and give up his re-election bid; (:35), Republican Senator John McCain is bringing his campaign to Pennsylvania; (1:20), Senator Barack Obama is stumping for votes in Pennsylvania ahead of the commonwealth's pivotal primary; (2:00), Senator Hillary Clinton rallied tonight with supporters on the Temple University Campus; 3/14 – (2:00), In Campaign '08, another visit to our area by Senator John McCain; (:20), In the democratic showdown for Pennsylvania, Hillary Clinton and Barack Obama will face off in a debate at the National Constitution Center on April 16th – six days before the PA primary day; 3/18 – (2:15), Philadelphia is center stage for campaign '08 as both of the democrats locked in a race for the nomination pay high-profile visits to the city; 3/24 – (1:25), Tonight marks the first big deadline in the "Showdown For Pennsylvania" as voters have until midnight, to register to vote in this year's PA primary; 3/28 – (:20), Democratic Senator Bob Casey endorsed Barack Obama during a campaign event in Pittsburgh today; 3/28 – (:40), President George Bush made a pair of stops in New Jersey today.

Newsmakers: 1/6 – (5:00), A. Michael Pratt, new chancellor of the Philadelphia Bar Association, provides an interesting look at his agenda and the issues he will be working on in conjunction with Philadelphia's new Mayor; 1/13 – (30 minutes), Michael Nutter, new Mayor of Philadelphia, in a special half-hour edition on Philadelphia's future, with an in-depth examination of what he wants to accomplish and how he plans to go about it; 1/20 – (5:00), Marwan Kreidie, president of the Arab-American Association in Philadelphia and Uriel Palti, Israel's Consul-General, discuss the rocky peace process in the Middle East; 2/3 – (5:00), Jim Hilty, professor of political history at Temple University, and Ed Turzanski, professor of government at LaSalle University, gather to discuss the presidential candidates, the issues and the campaigns as they attempt to help viewers understand the complexity of what's happening; 2/10 – (5:00), Elliott Curson, republican political analyst, and Zach Stalberg, President of the Committee of Seventy, dissect the presidential campaign in the immediate aftermath of super Tuesday; 2/17 – (5:00), Lisa Nutter, Philadelphia's new first lady, discusses her hopes for her husband's time in office as Mayor and what she plans to do on her own to help residents of the city; 3/9 – (5:00), Jim Hilty, professor of political history at Temple University, and Ed Turzanski, professor of government at LaSalle University, return to further discuss the presidential election year and how and why Pennsylvania is suddenly critical in the democratic race; 3/16 – (5:00), Harvey Sicherman, president of the Foreign Policy Research Institute in Philadelphia, examines the reasons behind Vice President Dick Cheney's upcoming tour of the Middle East, its importance and what it means for the U.S.; 3/30 – (5:00), Rep. Rob Andrews (D) New Jersey, delivers a detailed examination of the presidential campaign, the war in Iraq and Capitol Hill.

HEALTH – Topics in this category include reports on a vaccine being linked to symptoms of autism in children and researchers say breast cancer is more aggressive among women who are overweight.

Eyewitness News: 1/3 – (:30), There is a new link between low fat milk and prostate cancer; 1/7 – (:20), New research suggests that not getting enough vitamin D increases the risk for heart disease; 1/11 – (:20), A dentist could make the next breast cancer breakthrough; (:20), A chemical in some types of sugar free gum may cause serious and dangerous weight loss; 1/15 – (:15), Doctors are getting an earful following new research questioning the effectiveness of the cholesterol-lowering drugs Zetia and Vytorin; (:20) A new study suggests calcium supplements may increase the risk of a heart attack in some postmenopausal women; 1/25 – (2:00), A storm of reaction following a warning about Botox from a consumer group; (:20), The pill may help protect women against ovarian cancer; 1/31 – (2:30), There's a new eye cream with a magical ingredient that comes from a legendary vineyard in France – Dior's new L'Or de Vie eye cream is made from Chateau d'Yquem, a premium dessert wine, which contains a rich concentration of antioxidants believed to provide anti-aging skin benefits; (:15), Premature births have been on the rise but new research suggests there could be a safe and simple way to reverse that trend; 2/18 – (:20), There is a newly discovered food danger of bacteria on lemon slices served in drinks; 2/22 – (1:55), A breakthrough weight loss treatment is helping a growing number of patients loose weight fast; (:25), For the first time, Campbell's Soup will be able to label its kid-oriented soups as healthy foods since the Camden based company is cutting out 20-percent of the sodium; 2/25 – (:20), Patients of Dr. Jose Romillo, a Toms River pediatrician, may have received expired vaccines; therefore, any child under his care who received a vaccine since 1999 should be re-vaccinated as soon as possible; (:20), A health alert involving milk, as a study shows that the bone-fortifying drink may have a negative impact on hyperactive children; 3/3 – (:20), There may be a new and modern technique to rock premature babies into good health; 3/6 – (:45), An important health alert for parents with a vaccine being linked to symptoms of autism in some children; 3/11 – (:50), Disturbing news about teens and sexually transmitted diseases; (1:50), The number of children diagnosed with ADHD and other learning disabilities is skyrocketing; 3/14 – (:20), An important reason to try and lose the extra weight as researchers say breast cancer is more aggressive among women who are overweight; (1:49), Our milder temperatures are starting to bring misery to millions of people with spring allergies; (:20), Men's Health magazine ranks Philadelphia near rock bottom of a list of cities with the best and worst teeth; 3/18 – (1:55), Every 71 seconds someone develops Alzheimer's disease and the numbers are on the rise according to a new report; 3/24 – (2:10), Folic acid is in many of the foods we eat everyday and prevents birth defects, but now research is linking folic acid to an increase in colon cancer; 3/24 – (:15), New research suggests pregnant women with gum disease are more likely to develop gestational diabetes; 3/28 – (:15), A new study found that most new moms underestimate their pain threshold and nearly half end up abandoning natural childbirth plans once they're in the delivery room.

Philadelphia Magazine: 3/13 – (1:38), Liz Keptner reports on a Conshohocken company that is making jewelry with messages that are designed to save lives. In an emergency every second counts and if you can't speak for yourself a medical alert bracelet can be a lifesaver. These personally engraved bracelets are also making a fashion statement in this month's Philadelphia Magazine.

MINORITY/ETHNIC – Topics in this category include reports on Black History Month showcases in our area.

Eyewitness News: 2/1 – (1:00), In the opening event of a proud month, the Pathmark Black History Month Celebration took place in the North Waiting Room at 30th Street Station today, showcasing talent that helped make Philadelphia's reputation as birthplace to world-class performers. Special guest appearances included CBS 3 sportscaster Beasley Reece, anchor Ukee Washington and reporter/co-anchor Angela Russell in a trio performance of Gospel favorites; 2/17 – (2:00), A special military exhibit was on display at the Pennsylvania Convention Center on Sunday in honor of Black History month. Surviving members from many groups including the Tuskegee Airmen and the Triple Nickels were there to share their personal experiences; 2/22 – (1:30), A Black History Month spotlight on the Charles L. Blockson Afro-American Collection at Temple University in Philadelphia which contains more than 30,000 historical items, some dating to the 16th century, including Paul Robeson's sheet music, African Bibles, rare letters and manuscripts, slave narratives, correspondence of Haitian revolutionaries and a first-edition book by scholar W.E.B DuBois.

PUBLIC HEALTH & SAFETY – Topics in this category include reports on the shutdown of I-95 due to structural issues and a serious medicine mix-up at a local pharmacy.

Eyewitness News: 1/3 – (2:00), A major project on two high-traffic roads in South Jersey is set to begin, but tonight at a public meeting many businesses and residents are saying no to a new overpass design; 1/11 – (:20), Family and friends are mourning the loss of a teen who drowned in a local creek in the Olney section of Philadelphia; 1/19 – (:40), A chaotic scene outside Philadelphia Park casino after an out of control car crashes into a crowd injuring several pedestrians; (:40), A Lehigh Valley hotel is open for business this morning just hours after a guest dies of carbon monoxide poisoning; 1/31 – (:30), An official report confirms the Philadelphia Fire Department ran out of medic units as a Holmesburg woman lay dying in her apartment; 2/7 – (:20), Police Commissioner Ramsey is hopeful that his new book on Philadelphia's Most Wanted will help to curb crime; 2/8 – (:25), A full-scale investigation is now underway in the death of a Bucks County woman who called 911 and was put on hold; 2/18 – (:40), Tears tonight for a good Samaritan who was killed helping a man in a wheelchair on the Vine Street expressway this morning; 2/25 – (:20), More than a dozen South Jersey school districts are among the nearly 160 statewide who have until tomorrow to report their inventory of recalled beef; 2/28 – (:50), Two PECO workers are now speaking out thanking the coast guard for rescuing them from the top of a tall utility pole.

PUBLIC HEALTH & SAFETY (cont.)

3/3 – (:35), A local pharmacy may have to re-examine how it dispenses prescriptions after a serious medicine mix-up when a baby was given 15-times the dosage she was supposed to take; 3/11 – (:20), Philadelphia's new Police Commissioner is pledging his commitment to some of the city's most vocal activists against crime; (1:40), Authorities are searching for the mother of a newborn baby abandoned in West Philadelphia; 3/17 – (3:21), Penn DOT officials have been forced to shut down a portion of I-95 due to an apparent structural issue leading to gridlock on highways throughout Philadelphia; 3/18 – (2:00), The situation on I-95 is calling attention to the state's other roads in disrepair. Fifteen other sections of I-95 alone are considered "structurally deficient" according to Penn DOT reports. It is estimated that I-95 needs approximately \$6 billion in repairs; (2:30) Commuters are forced to deal with the 2-mile closure of I-95 between Girard and Aramingo again today; 3/19 – (2:42), Crews are quickly working to finish up emergency repair work on I-95 and officials are hoping to reopen the interstate by midnight on Wednesday; 3/20 – (2:51), After three-days of detours and delays, I-95 has reopened after a temporary support structure was successfully installed Thursday morning.

Newsmakers: 1/27 – Ray Jones, co-founder of Men United for a Better Philadelphia and Cindy Bass, founder of the Northwest Fund, take a ground-level look at the city's increasing crime, what can be done, what their groups are doing and what hope they have for the future.

RELIGION – Topics in this category include reports on the decline in attendance at religious services and the upcoming visit of Pope Benedict XVI to the U.S.

Newsmakers: 3/2 – (5:00), Pastor Al Beradis, Christ's Bible Church in Camden County, and Reverend Tom Dailey, executive director of the Center for Faith and Culture at De Sales University, conduct an intense examination of religion in America, its affect on people, the sharp decline in attendance at religious services across the board and what solutions can change that; 3/23 – (5:00), Rocco Palmo, expert and reporter on Vatican affairs, provides an interesting look at the reasons for Pope Benedict XVI's upcoming visit to the U.S., a look at the Vatican in general and the Roman Catholic Church and the issues confronting it.

WOMEN – Topics in this category include reports on a woman vested in the future of young females in our area.

Philadelphia Magazine: 1/24 – (2:24), Liz Keptner interviews Ann Meredith, CEO of the Girl Scouts of Eastern Pennsylvania, who was named one of the 76 people to watch in our area by Philadelphia Magazine. Ann wants people to know that scouting is not just about cookies and camping, it is about confidence and courage too.